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## 1987, Monterey County Crop Report

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# Annual Crop Report

## 1987



RICHARD W. NUTTER  
AGRICULTURAL COMMISSIONER

120 WILGART WAY  
SALINAS, CALIFORNIA

# MONTEREY COUNTY

AGRICULTURAL COMMISSIONER

(408) 758-3876 - 120 WILGART WAY - SALINAS, CALIFORNIA 93901

RICHARD W. NUTTER  
AGRICULTURAL COMMISSIONER



Mr. Jack C. Parnell, Director  
California Department of Food and Agriculture

and

The Honorable Board of Supervisors of Monterey County

Marc Del Piero, Chairman, 1st District  
Barbara Shipnuck, Second District  
Dusan Petrovic, Third District  
Sam Karas, Fourth District  
Karin Strasser Kauffman, Fifth District

In compliance with the provisions of Section 2279 of the California Food and Agricultural Code, I am pleased to submit the Monterey County Agricultural Crop Report for the calendar year 1987.

For the third time in history Monterey County's Agriculture exceeded the one billion dollar mark. This is the second consecutive year that agricultural production has exceeded this amount. 1987's gross crop value reached the highest ever recorded, \$1,088,690,300. This represents an increase of approximately 6%, or \$59,283,425 in excess of the previous year's report.

After a sluggish start for the Vegetable Crop Industry, prices increased sharply, primarily for Lettuce Producers, during the last half of the growing season. Both Head and Leaf Lettuce showed increased acreages and record yields.

Head Lettuce continues to be the County's leading crop, as it has since 1938, with total production of \$317,359,000, an increase of \$45,112,000 over last year.

Broccoli, our second leading crop for a number of years, dropped 1,300 acres and declined in value by \$9,732,000. This is a decrease of nearly 7%. Broccoli used for processing purposes decreased almost \$13,000,000 due to a sharp price decline. Much of this could be attributed to the competition from foreign imports.

Other commodities which showed decreases include Carrots, Cauliflower, Celery, Brussels Sprouts, and Mushrooms. All decreases were associated with lower market prices.

Strawberries continued to increase in both value and acreage, as was the case with Bushberries and Raspberries. Apples dropped out of the million dollar crops list due to the depressed market.

Wine Grapes showed a good gain after several seasons of reduced value. Prices per ton increased by over fifty dollars even though bearing acreage was reduced by nearly 3,000 acres.

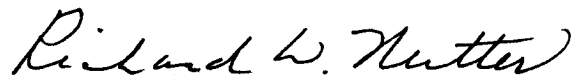
The Livestock Industry had a strong year, with Cattle prices increasing substantially over previous years. This was accomplished even though rangeland feed was short due to poor rainfall.

The Nursery Industry showed increased value for greenhouse grown Roses and Carnations, along with increased value for Field Grown Cut Flowers and Indoor Decoratives.

The values represented in this report are gross receipts of the producers, and do not take into account the various costs of production, marketing, or transportation. No attempt is made to reflect net income of the producer.

My thanks to the individuals and firms whose cooperation made this report possible, and to my staff members, under the direction of Senior Deputy Agricultural Commissioner Don Rochester and Agricultural Inspector Katherine Smith, who coordinated and compiled this report.

Very truly yours,

A handwritten signature in cursive script that reads "Richard W. Nutter".

Richard W. Nutter  
Agricultural Commissioner

RWN:mls

**AGRICULTURAL COMMISSIONER**

RICHARD W. NUTTER

**ASSISTANT AGRICULTURAL COMMISSIONER**

WALLACE L. MARVIN

**SALINAS OFFICE**

|                   |                                         |
|-------------------|-----------------------------------------|
| Susan Cohen       | Senior Deputy Agricultural Commissioner |
| Don Rochester     | Senior Deputy Agricultural Commissioner |
| Stanley Clayton   | Deputy Agricultural Commissioner        |
| Marvin Garner     | Deputy Agricultural Commissioner        |
| William Taylor    | Deputy Agricultural Commissioner        |
| Brad Oliver       | Staff Biologist                         |
| Johnny Bunch, Jr. | Agricultural Inspector III              |
| Expedito Ibarbia  | Agricultural Inspector III              |
| Frances Pabrúa    | Agricultural Inspector III              |
| Laurel Thomassin  | Agricultural Inspector III              |
| Joel Trumbo       | Agricultural Inspector III              |
| Dow Williams      | Agricultural Inspector III              |
| Henry Gonzales    | Agricultural Inspector II               |
| Lisa Leondis      | Agricultural Inspector II               |
| Gordon D. Rammer  | Agricultural Inspector II               |
| Katherine Smith   | Agricultural Inspector II               |
| Kathleen Boyle    | Agricultural Inspector I                |
| Michael Casey     | Agricultural Inspector I                |
| Lisa Correia      | Agricultural Inspector I                |
| Trinidad Gonzales | Agricultural Inspector I                |
| Victor Pongo      | Agricultural Inspector I                |
| Robert Roach      | Agricultural Inspector I                |
| John Rover        | Agricultural Inspector I                |
| Robert Trubell    | Agricultural Inspector I                |
| Kenneth Yamasaki  | Agricultural Inspector I                |
| Nick Cotenás      | Agricultural Aide                       |
| C.C. Salmina      | Agricultural Aide                       |
| Tom Cotenás       | Agricultural Aide                       |
| Sherry Smilo      | Agricultural Aide                       |

**CLERICAL STAFF**

|                   |                          |
|-------------------|--------------------------|
| Margaret Stirling | Administrative Secretary |
| Betty Drake       | Senior Account Clerk     |
| Frances Freel     | Senior Typist Clerk      |
| Syble Kinzer      | Typist Clerk II          |
| Gloria Oliver     | Typist Clerk II          |

**MONTEREY OFFICE**

Gerry Willey

Agricultural Inspector III

**KING CITY OFFICE**

Frank Scaroni  
Joseph Dughi  
Brenda Wolgamott  
Lawrence Mora  
Harry Nelson

Deputy Agricultural Commissioner  
Agricultural Inspector III  
Agricultural Inspector III  
Agricultural Inspector I  
Agricultural Inspector I

**PAJARO OFFICE**

Kenneth Young  
Robert Bohn  
Susan Booth

Deputy Agricultural Commissioner  
Agricultural Inspector II  
Typist Clerk II

**WEIGHTS AND MEASURES DIVISION**

**SEALER OF WEIGHTS AND MEASURES**

JOSEPH L. GOODRICK, JR.

Robert Hunter  
Russell Persson  
Robert Keadle

Weights and Measures Inspector III  
Weights and Measures Inspector III  
Weights and Measures Inspector II

**PRODUCE INSPECTION STAFF**

|                     |                      |
|---------------------|----------------------|
| John Blythe         | Produce Inspector II |
| Charles Nunez       | Produce Inspector II |
| J. Arthur Pemberton | Produce Inspector II |
| Maria Torres        | Produce Inspector II |
| Gail Young          | Produce Inspector II |
| Marcile Angelucci   | Produce Inspector I  |
| Carl Armento        | Produce Inspector I  |
| Luz Cadena          | Produce Inspector I  |
| Celia Cervantes     | Produce Inspector I  |
| James Drake         | Produce Inspector I  |
| David Ellis         | Produce Inspector I  |
| Linda Finch         | Produce Inspector I  |
| Richard Fleming     | Produce Inspector I  |
| Danny Garcia        | Produce Inspector I  |
| Ignacio Gonzales    | Produce Inspector I  |
| Glenn Goshorn       | Produce Inspector I  |
| Jane Grubb          | Produce Inspector I  |
| Donald Hacker       | Produce Inspector I  |
| Maureen Harris      | Produce Inspector I  |
| William Hartney     | Produce Inspector I  |
| Patricia Hutchins   | Produce Inspector I  |
| Kaye Johnson        | Produce Inspector I  |
| Stephen LaVelle     | Produce Inspector I  |
| Gordon Legault      | Produce Inspector I  |
| LaDonna Lynn        | Produce Inspector I  |
| Danny Mallobox      | Produce Inspector I  |
| Doug McGinn         | Produce Inspector I  |
| Jeanie Phillips     | Produce Inspector I  |
| Sylvia Rodriquez    | Produce Inspector I  |
| John Silveira       | Produce Inspector I  |
| Lou Splawn          | Produce Inspector I  |
| Charles Stallcup    | Produce Inspector I  |
| Raymond Stewart     | Produce Inspector I  |
| William Tarr        | Produce Inspector I  |
| Laurie Tavernetti   | Produce Inspector I  |
| Quintino Torres     | Produce Inspector I  |
| Wendy Wycuff        | Produce Inspector I  |

## TABLE OF CONTENTS

|                                                                   |      |       |
|-------------------------------------------------------------------|------|-------|
| APPROXIMATE WEIGHTS USED FOR<br>FRESH MARKET CONVERSION . . . . . | Page | 1     |
| FRUITS AND NUTS . . . . .                                         | Page | 2     |
| GRAPE SUPPLEMENTARY . . . . .                                     | Page | 3     |
| VEGETABLE CROPS . . . . .                                         | Page | 4-9   |
| FIELD CROPS . . . . .                                             | Page | 10    |
| SEED CROPS . . . . .                                              | Page | 11    |
| OTHER PRODUCTION . . . . .                                        | Page | 12    |
| NURSERY CROPS . . . . .                                           | Page | 13-14 |
| LIVESTOCK, POULTRY, AND DAIRYING . . . . .                        | Page | 15    |
| TREND OF MAJOR CROPS . . . . .                                    | Page | 16    |
| MILLION DOLLAR CROPS . . . . .                                    | Page | 17    |
| SUMMARY . . . . .                                                 | Page | 18    |
| CROP HIGHLIGHTS - 1986 . . . . .                                  | Page | 19    |



**APPROXIMATE WEIGHTS USED FOR FRESH MARKET CONVERSION**

| <b><u>CROP</u></b> | <b><u>UNIT</u></b> | <b><u>POUNDS</u></b> |
|--------------------|--------------------|----------------------|
| ANISE              | Crate              | 37                   |
| ARTICHOKES         | Carton             | 23                   |
| ASPARAGUS          | Carton             | 32                   |
| AVOCADOS           | Carton             | 26                   |
| BOK CHOY           | Carton             | 50                   |
| BROCCOLI           | Carton             | 23                   |
| BRUSSELS SPROUTS   | Carton             | 25                   |
| BUSHBERRIES        | Slide              | 9                    |
| CABBAGE            | Carton             | 50                   |
| CARROTS            | Carton             | 50                   |
| CARROTS            | Sack               | 50                   |
| CAULIFLOWER        | Carton             | 23                   |
| CELERY             | Crate              | 60                   |
| ENDIVE             | Carton             | 25                   |
| ESCAROLE           | Carton             | 25                   |
| NAPA               | Carton             | 50                   |
| KALE               | Carton             | 20                   |
| KIWI FRUIT         | Carton             | 7                    |
| LETTUCE - Head     | Carton             | 50                   |
| LETTUCE - Leaf     | Carton             | 25                   |
| ONIONS - Dry       | Sack               | 50                   |
| ONIONS - Green     | Carton             | 13                   |
| PARSLEY            | Carton             | 21                   |
| PEPPER - Bell      | Carton             | 30                   |
| RASPBERRIES        | Slide              | 6                    |
| ROMAINE            | Carton             | 37                   |
| SALAD PRODUCTS     | Carton             | 20                   |
| SPINACH            | Carton             | 20                   |
| SQUASH             | Carton             | 30                   |
| STRAWBERRIES       | Slide              | 12                   |
| TOMATOES           | Carton             | 25                   |
| TOMATOES, Cherry   | Slide              | 12                   |

# FRUITS & NUTS

| <u>CROP</u>         | <u>YEAR</u> | <u>ACREAGE</u> | <u>PRODUCTION</u>          |              | <u>UNIT</u> | <u>F.O.B. VALUE</u> |                |
|---------------------|-------------|----------------|----------------------------|--------------|-------------|---------------------|----------------|
|                     |             |                | <u>PER ACRE</u>            | <u>TOTAL</u> |             | <u>PER UNIT</u>     | <u>TOTAL</u>   |
| APPLES              | 1987        | 442            | 16.63                      | 7,350        | Ton         | \$ 128.55           | \$ 945,000     |
|                     | 1986        | 442            | 14.00                      | 6,190        | "           | 209.05              | 1,294,000      |
| AVOCADOS            | 1987        | 55             | 1.40                       | 77           | "           | 428.55              | 33,000         |
| GRAPES              | 1987        | 24,814.71      | (See Supplementary Page 3) |              |             |                     | 40,276,000     |
|                     | 1986        | 27,304.93      | "                          | "            | "           | "                   | 35,706,000     |
| KIWI FRUIT          | 1987        | 15             | 4.80                       | 72           | Ton         | 2,027.75            | 146,000        |
|                     | 1986        | 15             | 3.85                       | 58           | "           | 2,741.40            | 159,000        |
| MISC. FRUIT*        | 1987        | 84             |                            |              |             |                     | 77,000         |
|                     | 1986        | 178            |                            |              |             |                     | 446,000        |
| BUSHBERRIES         | 1987        | 43             | 6.09                       | 262          | "           | 2,034.35            | 533,000        |
|                     | 1986        | 20             | 2.10                       | 42           | "           | 4,071.40            | 171,000        |
| RASPBERRIES         | 1987        | 477            | 3.06                       | 1,460        | "           | 4,263.70            | 6,225,000      |
|                     | 1986        | 288            | 2.80                       | 805          | "           | 5,171.40            | 4,163,000      |
| <b>STRAWBERRIES</b> |             |                |                            |              |             |                     |                |
| Total               | 1987        | 4,065          |                            | 116,120      | "           |                     | 110,462,000    |
|                     | 1986        | 3,625          |                            | 101,050      | "           |                     | 107,864,000    |
| Fresh               | 1987        |                | 23.98                      | 97,500       | "           | 1,018.35            | 99,289,000     |
|                     | 1986        |                | 25.65                      | 93,000       | "           | 1,109.60            | 103,193,000    |
| Processing          | 1987        |                | 4.58                       | 18,620       | "           | 600.05              | 11,173,000     |
|                     | 1986        |                | 2.22                       | 8,050        | "           | 580.25              | 4,671,000      |
| WALNUTS             | 1987        | 287            |                            | 386          | "           | 1,000.00            | 386,000        |
|                     | 1986        | <u>200</u>     |                            | <u>345</u>   | "           | 1,133.35            | <u>391,000</u> |
| <b>TOTAL</b>        | 1987        | 30,282.71      |                            |              |             | <b>VALUE</b>        | \$159,083,000  |
|                     | 1986        | 32,072.93      |                            |              |             |                     | 150,194,000    |

\* Includes Almonds, Apricots, Lemons, Oranges, and others.

**GRAPE SUPPLEMENTARY**

| <b><u>CROP</u></b>                | <b><u>YEAR</u></b> | <b><u>ACREAGE</u></b> | <b><u>PRODUCTION</u></b> |                     | <b><u>UNIT</u></b> | <b><u>F.O.B. VALUE</u></b> |                     |
|-----------------------------------|--------------------|-----------------------|--------------------------|---------------------|--------------------|----------------------------|---------------------|
|                                   |                    |                       | <b><u>PER ACRE</u></b>   | <b><u>TOTAL</u></b> |                    | <b><u>PER UNIT</u></b>     | <b><u>TOTAL</u></b> |
| <b>GRAPES</b>                     | 1987               | 24,814.71             | 4.00                     | 99,325              | Ton                | \$405.50                   | \$40,276,000        |
| Nonbearing<br>or not<br>Harvested |                    | <u>6,335.88</u>       |                          |                     |                    |                            |                     |
| <b>TOTAL</b>                      |                    | 31,150.59             |                          |                     |                    |                            |                     |
|                                   |                    |                       |                          |                     |                    |                            |                     |
| <b>GRAPES</b>                     | 1986               | 27,304.93             | 3.76                     | 102,706             | Ton                | \$347.65                   | \$35,706,000        |
| Nonbearing<br>or not<br>Harvested |                    | <u>4,038.67</u>       |                          |                     |                    |                            |                     |
| <b>TOTAL</b>                      |                    | 31,343.60             |                          |                     |                    |                            |                     |

**TOTAL ACREAGE OF WINE GRAPES BY VARIETY**

| <b><u>VARIETY</u></b>      | <b><u>ACRES</u></b> | <b><u>VARIETY</u></b>      | <b><u>ACRES</u></b> |
|----------------------------|---------------------|----------------------------|---------------------|
| Cabernet Sauvignon . . .   | <u>2,877.84</u>     | Muscat Blanc/Canelli . . . | <u>191.10</u>       |
| Chardonnay . . . . .       | <u>4,107.45</u>     | Petite Sirah . . . . .     | <u>746.87</u>       |
| Chenin Blanc . . . . .     | <u>4,897.14</u>     | Pinot Blanc . . . . .      | <u>1,295.60</u>     |
| Early Burgundy . . . . .   | <u>126.50</u>       | Pinot Noir . . . . .       | <u>1,528.19</u>     |
| Emerald Riesling . . . . . | <u>400.90</u>       | Pinot St. George . . . . . | <u>42.60</u>        |
| Folle Blanche . . . . .    | <u>41.30</u>        | Ruby Cabernet . . . . .    | <u>74.60</u>        |
| French Colombard . . . . . | <u>1,465.50</u>     | Sauvignon . . . . .        | <u>1,765.11</u>     |
| Gamay . . . . .            | <u>391.00</u>       | Semillon . . . . .         | <u>629.60</u>       |
| Gamay Beaujolais . . . . . | <u>560.61</u>       | Sylvaner . . . . .         | <u>719.60</u>       |
| Gewurztraminer . . . . .   | <u>945.70</u>       | Tinta Madera . . . . .     | <u>45.90</u>        |
| Grenache . . . . .         | <u>189.60</u>       | White Riesling . . . . .   | <u>3,985.55</u>     |
| Grey Riesling . . . . .    | <u>978.29</u>       | Zinfandel . . . . .        | <u>1,869.31</u>     |
| Malvasia . . . . .         | <u>549.60</u>       | Other Red . . . . .        | <u>121.85</u>       |
| Merlot . . . . .           | <u>217.49</u>       | Other White . . . . .      | <u>385.70</u>       |
|                            |                     |                            |                     |
| <b>TOTAL ACRES</b>         | <u>31,150.59</u>    |                            |                     |

**VEGETABLE CROPS**

| <b><u>CROP</u></b>      | <b><u>YEAR</u></b> | <b><u>ACREAGE</u></b> | <b><u>PRODUCTION</u></b> |                     | <b><u>UNIT</u></b> | <b><u>F.O.B. VALUE</u></b> |                     |
|-------------------------|--------------------|-----------------------|--------------------------|---------------------|--------------------|----------------------------|---------------------|
|                         |                    |                       | <b><u>PER ACRE</u></b>   | <b><u>TOTAL</u></b> |                    | <b><u>PER UNIT</u></b>     | <b><u>TOTAL</u></b> |
| <b>ANISE</b>            | 1987               | 215                   | 11.91                    | 2,560               | Ton                | \$410.95                   | \$ 1,052,000        |
|                         | 1986               | 161                   | 14.81                    | 2,385               | "                  | 430.60                     | 1,027,000           |
| <b>ARTICHOKES</b>       |                    |                       |                          |                     |                    |                            |                     |
| Total                   | 1987               | 7,660                 |                          |                     | "                  |                            | 27,880,500          |
|                         | 1986               | *8,385                |                          |                     | "                  |                            | 28,748,000          |
| Fresh                   | 1987               |                       | 4.33                     | 33,200              | "                  | 736.85                     | 24,463,000          |
|                         | 1986               |                       | 3.77                     | 31,640              | "                  | 830.80                     | 26,287,000          |
| Processing<br>(Regular) | 1987               |                       | 1.38                     | 10,545              | "                  | 316.00                     | 3,332,000           |
|                         | 1986               |                       | .88                      | 7,415               | "                  | 317.00                     | 2,351,000           |
| Processing<br>(Culls)   | 1987               |                       | .43                      | 3,290               | "                  | 26.00                      | 85,500              |
|                         | 1986               |                       | .51                      | 4,245               | "                  | 26.00                      | 110,000             |
| <b>ASPARAGUS</b>        | 1987               | 4,140                 | 3.17                     | 13,135              | "                  | 1,105.15                   | 14,516,000          |
|                         | 1986               | 3,330                 | 2.64                     | 8,805               | "                  | 1,381.70                   | 12,166,000          |
| <b>BOK CHOY</b>         | 1987               | 410                   | 15.67                    | 6,425               | "                  | 206.70                     | 1,328,000           |
|                         | 1986               | 355                   | 18.93                    | 6,720               | "                  | 217.25                     | 1,460,000           |
| <b>BROCCOLI</b>         |                    |                       |                          |                     |                    |                            |                     |
| Total                   | 1987               | 54,810                |                          |                     |                    |                            | 115,951,000         |
|                         | 1986               | 56,140                |                          |                     |                    |                            | 124,219,000         |
| Fresh                   | 1987               | 30,510                | 6.31                     | 192,535             | "                  | 443.05                     | 85,303,000          |
|                         | 1986               | 29,140                | 6.45                     | 188,065             | "                  | 430.15                     | 80,896,000          |
| Processing              | 1987               | 24,300                | 4.53                     | 110,164             | "                  | 278.20                     | 30,648,000          |
|                         | 1986               | 27,000                | 4.61                     | 124,600             | "                  | 347.70                     | 43,323,000          |
| <b>BRUSSELS SPROUTS</b> |                    |                       |                          |                     |                    |                            |                     |
| Total                   | 1987               | 1,033                 |                          |                     |                    |                            | 3,845,000           |
|                         | 1986               | 1,665                 |                          |                     |                    |                            | 5,658,000           |
| Fresh                   | 1987               | 137                   | 7.24                     | 992                 | "                  | 624.00                     | 619,000             |
|                         | 1986               | 595                   | 10.35                    | 6,160               | "                  | 468.00                     | 2,883,000           |
| Processing              | 1987               | 896                   | 8.33                     | 7,465               | "                  | 432.15                     | 3,226,000           |
|                         | 1986               | 1,070                 | 6.48                     | 6,940               | "                  | 399.85                     | 2,775,000           |

\*Revised

**VEGETABLE CROPS - Continued**

| <b><u>CROP</u></b> | <b><u>YEAR</u></b> | <b><u>ACREAGE</u></b> | <b><u>PRODUCTION</u></b> |                     | <b><u>UNIT</u></b> | <b><u>F.O.B. VALUE</u></b> |                     |
|--------------------|--------------------|-----------------------|--------------------------|---------------------|--------------------|----------------------------|---------------------|
|                    |                    |                       | <b><u>PER ACRE</u></b>   | <b><u>TOTAL</u></b> |                    | <b><u>PER UNIT</u></b>     | <b><u>TOTAL</u></b> |
| <b>CABBAGE</b>     | 1987               | 575                   | 15.04                    | 8,650               | Ton                | \$186.95                   | \$ 1,617,000        |
|                    | 1986               | 600                   | 18.33                    | 11,000              | "                  | 209.10                     | 2,300,000           |
| <b>CARROTS</b>     |                    |                       |                          |                     |                    |                            |                     |
| Total              | 1987               | 5,095                 |                          |                     |                    |                            | 12,769,000          |
|                    | 1986               | 5,290                 |                          |                     |                    |                            | 16,456,000          |
| Fresh              | 1987               | 3,450                 | 14.57                    | 50,280              | "                  | 190.40                     | 9,573,000           |
|                    | 1986               | 3,235                 | 18.66                    | 60,360              | "                  | 217.85                     | 13,149,000          |
| Processing         | 1987               | 1,645                 | 30.43                    | 50,055              | "                  | 63.85                      | 3,196,000           |
|                    | 1986               | 2,055                 | 25.08                    | 51,550              | "                  | 64.15                      | 3,307,000           |
| <b>CAULIFLOWER</b> |                    |                       |                          |                     |                    |                            |                     |
| Total              | 1987               | 23,400                |                          |                     |                    |                            | 74,382,000          |
|                    | 1986               | 23,730                |                          |                     |                    |                            | 76,570,000          |
| Fresh              | 1987               | 16,150                | 8.58                     | 138,510             | "                  | 472.25                     | 65,411,000          |
|                    | 1986               | 17,900                | 6.50                     | 116,320             | "                  | 547.30                     | 63,662,000          |
| Processing         | 1987               | 7,250                 | 4.50                     | 32,620              | "                  | 275.00                     | 8,971,000           |
|                    | 1986               | 5,830                 | 4.59                     | 26,780              | "                  | 482.00                     | 12,908,000          |
| <b>CELERY</b>      |                    |                       |                          |                     |                    |                            |                     |
| Total              | 1987               | 6,205                 |                          |                     |                    |                            | 38,196,000          |
|                    | 1986               | 5,942                 |                          |                     |                    |                            | 46,799,000          |
| Fresh              | 1987               | 5,855                 | 32.82                    | 192,145             | "                  | 192.95                     | 37,074,000          |
|                    | 1986               | 5,635                 | 35.17                    | 198,170             | "                  | 228.55                     | 45,292,000          |
| Processing         | 1987               | 350                   | 28.14                    | 9,850               | "                  | 113.90                     | 1,122,000           |
|                    | 1986               | 307                   | 29.84                    | 9,160               | "                  | 164.50                     | 1,507,000           |
| <b>KALE</b>        |                    |                       |                          |                     |                    |                            |                     |
|                    | 1987               | 200                   | 5.48                     | 1,097               | "                  | 506.85                     | 556,000             |
|                    | 1986               | 88                    | 6.65                     | 585                 | "                  | 453.00                     | 265,000             |

**VEGETABLE CROPS - Continued**

| <b><u>CROP</u></b>           | <b><u>YEAR</u></b> | <b><u>ACREAGE</u></b> | <b><u>PRODUCTION</u></b> |                     | <b><u>UNIT</u></b> | <b><u>F.O.B. VALUE</u></b> |                     |  |  |  |
|------------------------------|--------------------|-----------------------|--------------------------|---------------------|--------------------|----------------------------|---------------------|--|--|--|
|                              |                    |                       | <b><u>PER ACRE</u></b>   | <b><u>TOTAL</u></b> |                    | <b><u>PER UNIT</u></b>     | <b><u>TOTAL</u></b> |  |  |  |
| <b><u>1987</u></b>           |                    |                       |                          |                     |                    |                            |                     |  |  |  |
| <b>LETTUCE - Head</b>        |                    |                       |                          |                     |                    |                            |                     |  |  |  |
| Spring                       |                    | 21,800                |                          |                     |                    |                            |                     |  |  |  |
| Summer                       |                    | 20,200                |                          |                     |                    |                            |                     |  |  |  |
| Fall                         |                    | 26,200                |                          |                     |                    |                            |                     |  |  |  |
| Naked Pack                   |                    |                       |                          | 32,873,000          | Ctn                | \$6.40                     | \$210,387,000       |  |  |  |
| Wrapped Pack                 |                    |                       |                          | 9,544,000           | "                  | 7.43                       | 70,912,000          |  |  |  |
| Bulk for Shredding           |                    |                       |                          | 7,118,000           | "                  | 4.28                       | 30,465,000          |  |  |  |
| Bulk for Whole Cored Lettuce |                    |                       |                          | <u>754,000</u>      | "                  | <u>7.42</u>                | <u>5,595,000</u>    |  |  |  |
| <b>SEASON TOTAL</b>          |                    | 68,200                | 737.38                   | 50,289,000          | "                  | \$6.3107                   | \$317,359,000       |  |  |  |
| <b><u>1986</u></b>           |                    |                       |                          |                     |                    |                            |                     |  |  |  |
| <b>LETTUCE - Head</b>        |                    |                       |                          |                     |                    |                            |                     |  |  |  |
| Spring                       |                    | 18,900                |                          |                     |                    |                            |                     |  |  |  |
| Summer                       |                    | 20,400                |                          |                     |                    |                            |                     |  |  |  |
| Fall                         |                    | 25,500                |                          |                     |                    |                            |                     |  |  |  |
| Naked Pack                   |                    |                       |                          | 34,573,000          | Ctn                | \$5.45                     | \$188,423,000       |  |  |  |
| Wrapped Pack                 |                    |                       |                          | 8,149,000           | "                  | 6.86                       | 55,902,000          |  |  |  |
| Bulk for Shredding           |                    |                       |                          | 2,176,000           | "                  | 6.17                       | 13,426,000          |  |  |  |
| Bulk for Whole Cored Lettuce |                    |                       |                          | <u>1,900,000</u>    | "                  | <u>7.63</u>                | <u>14,497,000</u>   |  |  |  |
| <b>SEASON TOTAL</b>          |                    | 64,800                | 722.19                   | 46,798,000          | "                  | \$5.8175                   | \$272,247,000       |  |  |  |

**VEGETABLE CROPS - Continued**

| <b><u>CROP</u></b>             | <b><u>YEAR</u></b> | <b><u>ACREAGE</u></b> | <b><u>PRODUCTION</u></b> |                    | <b><u>F.O.B. VALUE</u></b> |                     |
|--------------------------------|--------------------|-----------------------|--------------------------|--------------------|----------------------------|---------------------|
|                                |                    |                       | <b><u>TOTAL</u></b>      | <b><u>UNIT</u></b> | <b><u>PER UNIT</u></b>     | <b><u>TOTAL</u></b> |
| <b>BUTTER LETTUCE</b>          | 1987               | 1,700                 | 1,262,000                | Ctn                | \$5.10                     | \$ 6,436,000        |
|                                | 1986               | 1,165                 | 866,000                  | "                  | 4.32                       | 3,741,000           |
| <b>GREEN LEAF</b>              | 1987               | 3,630                 | 2,650,000                | "                  | 6.30                       | 16,695,000          |
|                                | 1986               | 3,350                 | 2,652,000                | "                  | 4.60                       | 12,199,000          |
| <b>ENDIVE</b>                  | 1987               | 561                   | 460,000                  | "                  | 6.26                       | 2,880,000           |
|                                | 1986               | 457                   | 297,000                  | "                  | 5.31                       | 1,577,000           |
| <b>ESCAROLE</b>                | 1987               | 318                   | 282,000                  | "                  | 6.80                       | 1,918,000           |
|                                | 1986               | 251                   | 176,000                  | "                  | 5.03                       | 885,000             |
| <b>RED LETTUCE</b>             | 1987               | 1,590                 | 1,176,000                | "                  | 5.40                       | 6,350,000           |
|                                | 1986               | 1,230                 | 961,000                  | "                  | 4.38                       | 4,209,000           |
| <b>ROMAINE</b>                 | 1987               | 3,795                 | 2,434,000                | "                  | 6.20                       | 15,091,000          |
|                                | 1986               | 3,475                 | 2,476,000                | "                  | 5.05                       | 12,504,000          |
| <b>LEAF LETTUCE<br/>TOTALS</b> | 1987               | 11,594                | 8,264,000                | Ctn                |                            | \$49,370,000        |
|                                | 1986               | 9,928                 |                          | "                  |                            | 35,115,000          |
| <b>LETTUCE CROP<br/>TOTALS</b> | 1987               | 79,794                | 58,553,000               | Ctn                | <b>VALUE</b>               | \$366,729,000       |
|                                | 1986               | 74,728                | 52,266,000               | "                  |                            | 307,362,000         |

**VEGETABLE CROPS - Continued**

| <b><u>CROP</u></b>           | <b><u>PRODUCTION</u></b> |                       |                        |                     |                    | <b><u>F.O.B. VALUE</u></b> |                     |
|------------------------------|--------------------------|-----------------------|------------------------|---------------------|--------------------|----------------------------|---------------------|
|                              | <b><u>YEAR</u></b>       | <b><u>ACREAGE</u></b> | <b><u>PER ACRE</u></b> | <b><u>TOTAL</u></b> | <b><u>UNIT</u></b> | <b><u>PER UNIT</u></b>     | <b><u>TOTAL</u></b> |
| <b>MUSHROOMS</b>             | 1987                     | *                     |                        | 40,458,000          | Lb.                | \$ .97                     | \$39,244,000        |
|                              | 1986                     | *                     |                        | 44,446,000          | "                  | .99                        | 44,002,000          |
| <b>NAPA</b>                  | 1987                     | 196                   | 18.95                  | 3,715               | Ton                | 315.75                     | 1,173,000           |
|                              | 1986                     | 258                   | 19.30                  | 4,980               | "                  | 249.60                     | 1,243,000           |
| <b>ONIONS, Dry</b>           | 1987                     | 275                   | 18.25                  | 5,020               | "                  | 170.00                     | 853,000             |
|                              | 1986                     | 256                   | 20.58                  | 5,270               | "                  | 204.00                     | 1,075,000           |
| <b>ONIONS, Green</b>         | 1987                     | 907                   | 9.49                   | 8,605               | "                  | 781.75                     | 6,727,000           |
|                              | 1986                     | 1,125                 | 9.14                   | 10,280              | "                  | 805.15                     | 8,277,000           |
| <b>PARSLEY</b><br>Total      | 1987                     | 365                   |                        |                     |                    |                            | 1,386,000           |
|                              | 1986                     | 298                   |                        |                     |                    |                            | 1,567,000           |
| Fresh                        | 1987                     | 227                   | 10.29                  | 2,335               | "                  | 458.65                     | 1,071,000           |
|                              | 1986                     | 180                   | 14.83                  | 2,670               | "                  | 486.50                     | 1,299,000           |
| Dry                          | 1987                     | 138                   | 2.43                   | 336                 | "                  | 937.50                     | 315,000             |
|                              | 1986                     | 118                   | 2.42                   | 285                 | "                  | 940.35                     | 268,000             |
| <b>PEPPERS, Bell</b>         | 1987                     | 300                   | 9.13                   | 2,740               | "                  | 445.25                     | 1,220,000           |
| <b>PEPPERS, Chili</b><br>Dry | 1987                     | 1,310                 | 3.03                   | 3,975               | "                  | 1,111.20                   | 4,417,000           |
|                              | 1986                     | 1,070                 | 3.12                   | 3,340               | "                  | 1,074.55                   | 3,589,000           |
| <b>POTATOES</b>              | 1987                     | 1,000                 | 19.00                  | 19,000              | "                  | 120.00                     | 2,280,000           |
|                              | 1986                     | 1,400                 | 18.75                  | 26,250              | "                  | 120.00                     | 3,150,000           |
| <b>SALAD PRODUCTS</b>        | 1987                     |                       |                        | 2,289,000           | Ctn                | 5.81                       | 13,299,000          |
|                              | 1986                     |                       |                        | 1,965,000           | "                  | 6.23                       | 12,242,000          |
| <b>SNOW PEAS</b>             | 1987                     | **                    |                        |                     | Ton                |                            |                     |
|                              | 1986                     | ***                   |                        |                     | "                  |                            |                     |



**VEGETABLE CROPS - Continued**

| CROP                        | YEAR | ACREAGE | PRODUCTION            |          | UNIT | F.O.B. VALUE  |              |
|-----------------------------|------|---------|-----------------------|----------|------|---------------|--------------|
|                             |      |         | PER ACRE              | TOTAL    |      | PER UNIT      | TOTAL        |
| SPINACH                     |      |         |                       |          |      |               |              |
| Total                       | 1987 | 2,225   |                       |          |      |               | \$ 4,575,000 |
|                             | 1986 | 2,005   |                       |          |      |               | 3,320,000    |
| Fresh                       | 1987 | 725     | 6.65                  | \$ 4,825 | Ton  | \$600.40      | 2,897,000    |
|                             | 1986 | 445     | 6.34                  | 2,820    | "    | 474.45        | 1,338,000    |
| Processing                  | 1987 | 1,500   | 13.41                 | 20,120   | "    | 83.40         | 1,678,000    |
|                             | 1986 | 1,560   | 13.10                 | 20,440   | "    | 96.95         | 1,982,000    |
| SQUASH, Fresh               | 1987 | 202     | 10.50                 | 2,120    | "    | 409.10        | 867,000      |
|                             | 1986 | 158     | 9.43                  | 1,490    | "    | 409.40        | 610,000      |
| TOMATOES                    |      |         |                       |          |      |               |              |
| Total                       | 1987 | 4,920   |                       |          |      |               | 28,251,000   |
|                             | 1986 | 4,870   |                       |          |      |               | 20,732,000   |
| Fresh                       | 1987 | 3,570   | 20.24                 | 72,250   | "    | 363.40        | 26,256,000   |
|                             | 1986 | 3,390   | 15.23                 | 51,645   | "    | 356.00        | 18,386,000   |
| Processing                  | 1987 | 1,350   | 31.85                 | 43,000   | "    | 46.40         | 1,995,000    |
|                             | 1986 | 1,480   | 31.08                 | 46,000   | "    | 51.00         | 2,346,000    |
| TOMATOES, Cherry            | 1987 | 122     | 8.05                  | 982      | "    | 573.30        | 563,000      |
|                             | 1986 | 126     | 11.66                 | 1,470    | "    | 730.60        | 1,074,000    |
| MISCELLANEOUS VEGETABLES ** |      |         |                       |          |      |               |              |
| Total                       | 1987 | 2,535   |                       |          |      |               | 7,299,000    |
|                             | 1986 | 1,091   |                       |          |      |               | 5,884,000    |
| Fresh                       | 1987 | 2,090   |                       |          |      |               | 5,794,000    |
|                             | 1986 | 870     |                       |          |      |               | 5,003,000    |
| Processing                  | 1987 | 445     |                       |          |      |               | 1,505,000    |
|                             | 1986 | 221     |                       |          |      |               | 881,000      |
| TOTAL ACRES                 | 1987 | 197,894 | TOTAL VEGETABLE CROPS |          | 1987 | \$770,975,500 |              |
|                             | 1986 | 195,071 |                       |          | 1986 | 731,095,000   |              |

\* Multiple Harvested Square Footage

\*\* Includes Beets, Cactus Pears, Chives, Corn, Green Peppers, Garlic, Rapini, Leeks, Fresh Peas, Parsnips, Fava Beans, Radishes, Turnips, and others.

\*\*\* None to report

# FIELD CROPS

| <u>CROP</u>         | <u>YEAR</u> | <u>ACREAGE</u> | <u>PRODUCTION</u> |                    | <u>UNIT</u> | <u>F.O.B. VALUE</u> |              |
|---------------------|-------------|----------------|-------------------|--------------------|-------------|---------------------|--------------|
|                     |             |                | <u>PER ACRE</u>   | <u>TOTAL</u>       |             | <u>PER UNIT</u>     | <u>TOTAL</u> |
| <b>BARLEY</b>       | 1987        | 23,200         | .93               | 21,580             | Ton         | \$ 87.00            | \$ 1,877,000 |
|                     | 1986        | 42,500         | .80               | 34,000             | "           | 84.00               | 2,856,000    |
| <b>BEANS, Dry</b>   |             |                |                   |                    |             |                     |              |
|                     |             |                |                   |                    |             |                     |              |
| Large Lima          | 1987        | 1,330          | 1.09              | 1,455              | "           | 940.00              | 1,368,000    |
|                     | 1986        | 1,620          | 1.32              | 2,148              | "           | 560.00              | 1,203,000    |
| Small White         | 1987        | 1,480          | 1.18              | 1,745              | "           | 436.10              | 761,000      |
|                     | 1986        | 435            | 1.21              | 526                | "           | 1,081.75            | 569,000      |
| Garbanzo            | 1987        | 424            | .72               | 305                | "           | 377.05              | 115,000      |
|                     | 1986        | 592            | 1.06              | 630                | "           | 674.00              | 425,000      |
| Misc. Dry           | 1987        | 49             |                   |                    |             |                     | 30,000       |
|                     | 1986        | 53             |                   |                    |             |                     | 39,000       |
| <b>CORN</b>         |             |                |                   |                    |             |                     |              |
| Processing          | 1987        | 400            | 5.50              | 2,200              | "           | 220.00              | 484,000      |
|                     | 1986        | 650            | 4.40              | 2,860              | "           | 240.00              | 686,000      |
| <b>CORN, Silage</b> | 1987        | 225            | 29.50             | 6,635              | "           | 28.50               | 189,000      |
|                     | 1986        | 440            | 28.41             | 12,500             | "           | 27.00               | 338,000      |
| <b>HAY, Alfalfa</b> | 1987        | 5,300          | 7.70              | 40,800             | "           | 90.00               | 3,672,000    |
|                     | 1986        | 5,500          | 7.67              | 42,200             | "           | 90.00               | 3,798,000    |
| <b>HAY, Grain</b>   | 1987        | 500            | 1.70              | 850                | "           | 45.00               | 38,200       |
|                     | 1986        | 400            | 1.50              | 600                | "           | 60.00               | 36,000       |
| <b>HAY, Oats</b>    | 1987        | 2,500          | 2.30              | 5,750              | "           | 60.00               | 345,000      |
|                     | 1986        | 2,600          | 2.50              | 6,500              | "           | 70.00               | 455,000      |
| <b>PASTURE</b>      |             |                |                   |                    |             |                     |              |
| Dry Land            | 1987        | 1,017,500      |                   |                    | Acre        | 6.00                | 6,105,000    |
|                     | 1986        | 1,017,500      |                   |                    | "           | 6.00                | 6,105,000    |
| <b>PASTURE</b>      |             |                |                   |                    |             |                     |              |
| Irrigated           | 1987        | 500            | 1.00              | 500                | Ton         | 80.00               | 40,000       |
|                     | 1986        | 500            | 1.00              | 500                | "           | 80.00               | 40,000       |
| <b>SUGAR BEETS</b>  | 1987        | 4,340          | 31.77             | 168,000            | "           | 31.75               | 5,334,000    |
|                     | 1986        | 5,810          | 37.44             | 217,520            | "           | 34.80               | 7,570,000    |
| <b>WHEAT</b>        | 1987        | 1,100          | 1.10              | 1,210              | "           | 97.00               | 117,000      |
|                     | 1986        | 2,125          | 1.36              | 2,895              | "           | 93.00               | 269,000      |
| <b>TOTAL ACRES</b>  | 1987        | 1,058,848      |                   | <b>VALUE TOTAL</b> | 1987        |                     | \$20,475,200 |
|                     | 1986        | 1,080,725      |                   |                    | 1986        |                     | 24,389,000   |

# SEED CROPS

| <u>CROP</u>          | <u>YEAR</u> | <u>ACREAGE</u> | <u>PRODUCTION</u> |                        | <u>UNIT</u> | <u>F.O.B. VALUE</u> |              |
|----------------------|-------------|----------------|-------------------|------------------------|-------------|---------------------|--------------|
|                      |             |                | <u>PER ACRE</u>   | <u>TOTAL</u>           |             | <u>PER UNIT</u>     | <u>TOTAL</u> |
| <b>BARLEY</b>        | 1987        | 800            | 1.25              | 1,000                  | Ton         | \$ 95.00            | \$ 95,000    |
|                      | 1986        | 350            | 1.50              | 525                    | "           | *93.00              | *48,800      |
| <b>BEANS (All)</b>   | 1987        | 2,770          | .93               | 2,575                  | "           | 783.70              | 2,018,000    |
|                      | 1986        | 1,945          | 1.25              | 2,425                  | "           | 1,331.13            | 3,228,000    |
| <b>BEAN</b>          |             |                |                   |                        |             |                     |              |
| Garbanzo             | 1987**      |                |                   |                        |             |                     |              |
|                      | 1986        | 259            | 1.10              | 284                    | "           | 661.95              | 188,000      |
| <b>BEAN</b>          |             |                |                   |                        |             |                     |              |
| Large Lima           | 1987**      |                |                   |                        |             |                     |              |
|                      | 1986        | 214            | .35               | 76                     | "           | 671.05              | 51,000       |
| <b>BROCCOLI</b>      | 1987        | 91             | .09               | 8                      | "           | 20,601.00           | 175,000      |
|                      | 1986        | 74             | .11               | 8                      | "           | 19,375.00           | 155,000      |
| <b>CAULIFLOWER</b>   | 1987        | 33             | .26               | 9                      | "           | 346,207.00          | 3,012,000    |
|                      | 1986        | 88             | .159              | 14                     | "           | 14,714.00           | 206,000      |
| <b>OAT</b>           | 1987        | 120            | .92               | 111                    | "           | 200.00              | 22,200       |
|                      | 1986        | 700            | .86               | 600                    | "           | *211.00             | *127,000     |
| <b>PEA</b>           | 1987        | 95             | .91               | 86                     | "           | 624.55              | 53,700       |
|                      | 1986        | 224            | .52               | 118                    | "           | 711.85              | 84,000       |
| <b>PARSLEY</b>       | 1987        | 10             | 1.10              | 11                     | "           | 2,883.70            | 31,700       |
| <b>PEPPER</b>        | 1987        | 90             | .12               | 11                     | "           | 6,475.70            | 71,200       |
|                      | 1986        | 75             | .08               | 6                      | "           | 14,166.65           | 85,000       |
| <b>WHEAT</b>         | 1987        | 165            | 2.10              | 346                    | "           | 93.00               | 32,200       |
|                      | 1986        | 150            | 2.10              | 315                    | "           | *94.00              | *29,600      |
| <b>MISC. SEED***</b> | 1987        | 21             |                   |                        |             |                     | 54,800       |
|                      | 1986        | 102            |                   |                        |             |                     | 70,200       |
| <b>TOTAL ACRES</b>   | 1987        | 4,195          |                   | <b>TOTAL SEED CROP</b> | 1987        | \$5,565,800         |              |
|                      | 1986        | 4,181          |                   |                        | 1986        | *\$4,272,600        |              |

\* Revised

\*\* Included in BEANS (All)

\*\*\*Misc. Seeds include: Cucumber, Squash, Onion and Other

**OTHER PRODUCTION**

**F.O.B. VALUE**

| <b><u>CROP</u></b>            | <b><u>YEAR</u></b> | <b><u>COLONIES</u></b> | <b><u>PRODUCTION</u></b> | <b><u>UNIT</u></b> | <b><u>PER UNIT</u></b> | <b><u>TOTAL</u></b>  |
|-------------------------------|--------------------|------------------------|--------------------------|--------------------|------------------------|----------------------|
| <b>APIARY</b>                 |                    |                        |                          |                    |                        |                      |
| Total                         | 1987               |                        |                          |                    |                        | \$ 74,800            |
|                               | 1986               |                        |                          |                    |                        | 67,075               |
| Honey                         | 1987               |                        | 71,300                   | Lb.                | \$ .59                 | 42,100               |
|                               | 1986               |                        | 59,000                   | "                  | .55                    | 32,400               |
| Pollination*                  | 1987               | 1,480                  |                          | Colony             | 21.00                  | 31,100               |
|                               | 1986               | 1,660                  |                          | "                  | 20.00                  | 33,200               |
| Wax                           | 1987               |                        | 1,785                    | Lb.                | .90                    | 1,600                |
|                               | 1986               |                        | 1,475                    | "                  | 1.00                   | 1,475                |
| <b>OTHER**</b>                | 1987               |                        |                          |                    |                        | 675,000              |
|                               | 1986               |                        |                          |                    |                        | <u>300,000</u>       |
| <b>TOTAL OTHER PRODUCTION</b> |                    |                        |                          |                    |                        | \$749,800<br>367,075 |

\* Crops Pollinated: Apples, Cucumbers, Cauliflower, Broccoli, Onions, Squash, Carrots, Spinach, Peppers, Fava Beans, Parsley and Melons.

\*\* Includes Game Farming, Aquaculture and others.

# NURSERY CROPS

## AVERAGE PRICE

| <u>CROP</u>                 | <u>YEAR</u> | <u>ACREAGE</u> | <u>BLOOMS SOLD</u>  | <u>PER BLOOM</u> | <u>TOTAL</u> |
|-----------------------------|-------------|----------------|---------------------|------------------|--------------|
| <b>CUT FLOWERS</b>          |             |                |                     |                  |              |
| Rose                        | 1987        | 143.08         | 84,783,000          | \$ .2795         | \$23,697,000 |
|                             | 1986        | 129.44         | 82,395,000          | .2785            | 22,947,000   |
| Miniature Rose              | 1987        | 18.41          | 11,566,000          | .1785            | 2,065,000    |
|                             | 1986        | 18.43          | 12,141,000          | .1750            | 2,125,000    |
| Carnation                   | 1987        | 189.20         | 132,240,000         | .1335            | 17,654,000   |
|                             | 1986        | 181.46         | 132,468,000         | .1218            | 16,135,000   |
| Chrysanthemum<br>(Standard) | 1987        | 27.65          | 6,723,000           | .3781            | 2,542,000    |
|                             | 1986        | 23.79          | 11,072,000          | .3535            | 3,914,000    |
|                             |             |                | <u>BUNCHES SOLD</u> | <u>PER BUNCH</u> |              |
| Carnation<br>(Miniature)    | 1987        | 24.32          | 1,746,000           | 1.609            | 2,809,000    |
|                             | 1986        | 21.07          | 1,509,000           | 1.443            | 2,177,000    |
| Chrysanthemum<br>(Pompon)   | 1987        | .18            | 40,000              | .65              | 26,000       |
|                             | 1986        | .28            | 60,000              | .65              | 39,000       |
| Cut Flowers<br>(Misc.)      | 1987        | 45.36          | 902,000             | .70              | 631,000      |
|                             | 1986        | 47.53          | 643,000             | 1.09             | 701,000      |
| Gypsophila                  | 1987        | 32.25          | 71,000              | 1.25             | 89,000       |
|                             | 1986        | 40.25          | 64,000              | 1.38             | 88,000       |
| Iris                        | 1987        | 82.23          | 1,104,000           | 1.85             | 2,042,000    |
|                             | 1986        | 64.23          | 1,026,000           | 1.51             | 1,549,000    |
| Statice                     | 1987        | 30.99          | 366,000             | 1.00             | 366,000      |
|                             | 1986        | 27.95          | 362,000             | 1.35             | 489,000      |

**NURSERY CROPS - Continued**

| <b><u>CROP</u></b>                                                      | <b><u>YEAR</u></b> | <b><u>ACREAGE</u></b> | <b><u>POTS SOLD</u></b>    | <b><u>PER POT</u></b>  | <b><u>TOTAL</u></b> |
|-------------------------------------------------------------------------|--------------------|-----------------------|----------------------------|------------------------|---------------------|
| <b>POTTED PLANTS</b>                                                    |                    |                       |                            |                        |                     |
| (Indoor Dec.)                                                           | 1987               | 51.76                 | 4,464,000                  | \$3.30                 | \$14,731,000        |
|                                                                         | 1986               | 42.89                 | 3,330,000                  | 2.58                   | \$ 8,591,000        |
| <b>FOLIAGE (All)</b>                                                    |                    |                       |                            |                        |                     |
|                                                                         | 1987               | 175.96                |                            |                        | 1,997,000           |
|                                                                         | 1986               | 176.88                |                            |                        | 1,878,000           |
| <b>PROPAGATIVE STOCK,<br/>SUCCULENTS, BULBS,<br/>MISC. FIELD CROPS*</b> |                    |                       |                            |                        |                     |
|                                                                         | 1987               | 194.00                |                            |                        | 13,614,000          |
|                                                                         | 1986               | 157.11                |                            |                        | 11,627,000          |
| <b>BEDDING PLANTS</b>                                                   |                    |                       |                            |                        |                     |
| (Vegetable)                                                             | 1987               | 18.50                 |                            |                        | 4,192,000           |
|                                                                         | 1986               | 18.72                 |                            |                        | 5,941,000           |
|                                                                         |                    |                       |                            |                        |                     |
|                                                                         |                    |                       | <b><u>TREES SOLD</u></b>   | <b><u>PER TREE</u></b> |                     |
| <b>CHRISTMAS TREES</b>                                                  |                    |                       |                            |                        |                     |
|                                                                         | 1987               | 97.00                 | 16,100                     | 18.30                  | 295,000             |
|                                                                         | 1986               | 100.50                | 13,325                     | 18.00                  | 240,000             |
|                                                                         |                    |                       |                            |                        |                     |
| <b>TOTAL ACRES</b>                                                      | 1987               | 1,130.89              | <b>TOTAL NURSERY CROPS</b> | 1987                   | \$86,750,000        |
|                                                                         | 1986               | 960.53                |                            | 1986                   | 78,441,000          |

\*Includes Carnations, Chrysanthemums, Heather, Turf, Seafoam, Alstermaria and others

**LIVESTOCK, POULTRY, & DAIRYING**

**F.O.B. VALUE**

| <b><u>CROP</u></b>                              | <b><u>YEAR</u></b> | <b><u>HEAD</u></b> | <b><u>PRODUCTION</u></b> | <b><u>UNIT</u></b> | <b><u>PER UNIT</u></b> | <b><u>TOTAL</u></b> |
|-------------------------------------------------|--------------------|--------------------|--------------------------|--------------------|------------------------|---------------------|
| <b>BEEF CATTLE</b>                              |                    |                    |                          |                    |                        |                     |
| Total                                           | 1987               | 114,400            |                          |                    |                        | \$33,079,000        |
|                                                 | 1986               | 109,500            |                          |                    |                        | 26,839,000          |
| Cattle &<br>Calves                              | 1987               | 69,300             | 464,000                  | Cwt                | \$55.00                | 25,520,000          |
|                                                 | 1986               | 64,500             | 437,000                  | "                  | 47.00                  | 20,539,000          |
| Feeder                                          | 1987               | 1,000              | 2,500                    | "                  | 62.00                  | 155,000             |
|                                                 | 1986               | 4,000              | 10,000                   | "                  | 56.00                  | 560,000             |
| Stocker                                         | 1987               | 44,200             | 110,500                  | "                  | 67.00                  | 7,404,000           |
|                                                 | 1986               | 41,000             | 102,500                  | "                  | 56.00                  | 5,740,000           |
| <b>SHEEP &amp; LAMBS</b>                        |                    |                    |                          |                    |                        |                     |
|                                                 | 1987               | 1,625              | 2,275                    | "                  | 65.00                  | 148,000             |
|                                                 | 1986               | 1,500              | 1,350                    | "                  | 60.00                  | 81,000              |
| <b>WOOL</b>                                     |                    |                    |                          |                    |                        |                     |
|                                                 | 1987               |                    | 23,900                   | Lb.                | .50                    | 12,000              |
|                                                 | 1986               |                    | 23,600                   | "                  | .50                    | 11,800              |
| <b>HOGS</b>                                     |                    |                    |                          |                    |                        |                     |
|                                                 | 1987               | 1,000              | 190,000                  | "                  | .58                    | 110,000             |
|                                                 | 1986               | 2,700              | 513,000                  | "                  | .55                    | 282,000             |
| <b>CHICKENS</b>                                 |                    |                    |                          |                    |                        |                     |
| Total                                           | 1987               | 394,300            |                          |                    |                        | 1,204,600           |
|                                                 | 1986               | 493,600            |                          |                    |                        | 1,136,800           |
| Roasters                                        | 1987               | 378,000            | 2,826,000                | "                  | .42                    | 1,187,000           |
|                                                 | 1986               | 390,000            | 3,062,000                | "                  | .36                    | 1,102,000           |
| Meat Hens                                       | 1987               | 16,300             | 65,000                   | "                  | .27                    | 17,600              |
|                                                 | 1986               | 19,300             | 79,000                   | "                  | .44                    | 34,800              |
| <b>EGGS</b>                                     |                    |                    |                          |                    |                        |                     |
|                                                 | 1987               |                    | 444,200                  | Dozen              | .69                    | 306,000             |
|                                                 | 1986               |                    | 1,684,000                | "                  | .79                    | 1,330,000           |
| <b>MILK, Market</b>                             |                    |                    |                          |                    |                        |                     |
|                                                 | 1987               | Marketed           | 770,500                  | Cwt                | 11.41                  | 8,791,000           |
|                                                 | 1987               | Manufactured       | 6,625                    | "                  | 10.47                  | 69,400              |
|                                                 | 1986               | Marketed           | 772,335                  | "                  | 11.72                  | 9,052,000           |
|                                                 | 1986               | Manufactured       | 6,383                    | "                  | 10.80                  | 69,000              |
| <b>TOTAL LIVESTOCK, POULTRY, &amp; DAIRYING</b> |                    |                    |                          |                    | 1987                   | \$43,720,000        |
|                                                 |                    |                    |                          |                    | 1986                   | 38,801,600          |

**TREND OF MAJOR CROPS IN MONTEREY COUNTY**

| <b><u>CROP</u></b>   | <b><u>YEAR</u></b> | <b><u>ACRES</u></b> | <b><u>VALUE</u></b> |
|----------------------|--------------------|---------------------|---------------------|
| <b>ARTICHOKES</b>    |                    |                     |                     |
| Fresh & Processing   | 1987               | 7,660               | \$ 27,880,500       |
|                      | 1982               | 8,475               | 30,930,700          |
|                      | 1977               | 9,300               | 17,623,000          |
| <b>BROCCOLI</b>      |                    |                     |                     |
| Fresh & Processing   | 1987               | 54,810              | 115,951,000         |
|                      | 1982               | 44,710              | 98,054,000          |
|                      | 1977               | 41,135              | 42,690,000          |
| <b>CARROTS</b>       |                    |                     |                     |
| Fresh & Processing   | 1987               | 5,095               | 12,769,000          |
|                      | 1982               | 4,470               | 11,336,000          |
|                      | 1977               | 5,520               | 10,646,000          |
| <b>CAULIFLOWER</b>   |                    |                     |                     |
| Fresh & Processing   | 1987               | 23,400              | 74,382,000          |
|                      | 1982               | 24,060              | 64,731,000          |
|                      | 1977               | 11,350              | 21,175,000          |
| <b>CELERY</b>        |                    |                     |                     |
| Fresh & Processing   | 1987               | 6,205               | 38,196,000          |
|                      | 1982               | 6,240               | 26,866,000          |
|                      | 1977               | 6,735               | 27,794,000          |
| <b>GRAPES</b>        |                    |                     |                     |
|                      | 1987               | 24,814.71           | 40,276,000          |
|                      | 1982               | 24,673.00           | 41,458,000          |
|                      | 1977               | 25,937.00           | 26,810,000          |
| <b>LETTUCE</b>       |                    |                     |                     |
|                      | 1987               | 79,794              | 366,729,000         |
|                      | 1982               | 67,160              | 207,861,000         |
|                      | 1977               | 69,792              | 129,874,000         |
| <b>MUSHROOMS</b>     |                    |                     |                     |
|                      | 1987               | 40,458,000 Lbs      | 39,244,000          |
|                      | 1982               | 30,703,000 "        | 32,852,000          |
|                      | 1977               | 7,627,000 "         | 6,102,000           |
| <b>NURSERY CROPS</b> |                    |                     |                     |
|                      | 1987               | 1,130.89            | 86,750,000          |
|                      | 1982               | 855.66              | 64,218,000          |
|                      | 1977               | 648.04              | 34,752,000          |
| <b>STRAWBERRIES</b>  |                    |                     |                     |
| Fresh & Processing   | 1987               | 4,065               | 110,462,000         |
|                      | 1982               | 2,650               | 63,831,000          |
|                      | 1977               | 3,020               | 41,806,000          |
| <b>TOMATOES</b>      |                    |                     |                     |
| Fresh & Processing   | 1987               | 4,920               | 28,251,000          |
|                      | 1982               | 6,365               | 23,114,000          |
|                      | 1977               | 9,055               | 23,342,000          |



## MILLION DOLLAR CROPS

1987

|     |                             |               |
|-----|-----------------------------|---------------|
| 1.  | LETTUCE, HEAD . . . . .     | \$317,359,000 |
| 2.  | BROCCOLI . . . . .          | 115,951,000   |
| 3.  | STRAWBERRIES . . . . .      | 110,462,000   |
| 4.  | NURSERY . . . . .           | 86,749,000    |
| 5.  | CAULIFLOWER . . . . .       | 76,466,000    |
| 6.  | LETTUCE, LEAF . . . . .     | 49,370,000    |
| 7.  | GRAPES . . . . .            | 40,276,000    |
| 8.  | MUSHROOMS . . . . .         | 39,244,000    |
| 9.  | CELERY . . . . .            | 38,196,000    |
| 10. | CATTLE . . . . .            | 33,079,000    |
| 11. | TOMATOES . . . . .          | 28,251,000    |
| 12. | ARTICHOKES . . . . .        | 27,880,500    |
| 13. | ASPARAGUS . . . . .         | 14,516,000    |
| 14. | SALAD PRODUCTS . . . . .    | 13,299,000    |
| 15. | CARROTS . . . . .           | 12,769,000    |
| 16. | MILK, MARKETING . . . . .   | 8,791,000     |
| 17. | ONIONS, GREEN . . . . .     | 6,727,000     |
| 18. | RASPBERRIES . . . . .       | 6,225,000     |
| 19. | PASTURE LAND, DRY . . . . . | 6,105,000     |
| 20. | SEEDS . . . . .             | 5,565,800     |
| 21. | SUGAR BEETS . . . . .       | 5,334,000     |
| 22. | SPINACH . . . . .           | 4,575,000     |
| 23. | PEPPERS, CHILI . . . . .    | 4,417,000     |
| 24. | BRUSSELS SPROUTS . . . . .  | 3,845,000     |
| 25. | HAY, ALFALFA . . . . .      | 3,672,000     |
| 26. | POTATOES . . . . .          | 2,280,000     |
| 27. | BEANS, DRY . . . . .        | 2,274,000     |
| 28. | BARLEY . . . . .            | 1,877,000     |
| 29. | CABBAGE . . . . .           | 1,617,000     |
| 30. | PARSLEY . . . . .           | 1,386,000     |
| 31. | BOKCHOY . . . . .           | 1,328,000     |
| 32. | PEPPERS, BELL . . . . .     | 1,220,000     |
| 33. | POULTRY . . . . .           | 1,204,600     |
| 34. | NAPA . . . . .              | 1,173,000     |
| 35. | ANISE . . . . .             | 1,052,000     |

**SUMMARY**

|                                             |                     |                       |
|---------------------------------------------|---------------------|-----------------------|
| <b>FRUITS &amp; NUTS</b>                    | 1987                | \$ 159,083,000        |
|                                             | 1986                | 150,194,000           |
| <b>VEGETABLE CROPS</b>                      | 1987                | 770,975,500           |
|                                             | 1986                | 731,095,000           |
| <b>FIELD CROPS</b>                          | 1987                | 20,475,200            |
|                                             | 1986                | 24,389,000            |
| <b>SEED CROPS</b>                           | 1987                | 5,565,800             |
|                                             | 1986                | 6,119,200             |
| <b>OTHER PRODUCTION</b>                     | 1987                | 749,800               |
|                                             | 1986                | 367,075               |
| <b>NURSERY CROPS</b>                        | 1987                | 86,750,000            |
|                                             | 1986                | 78,441,000            |
| <b>LIVESTOCK, POULTRY,<br/>AND DAIRYING</b> | 1987                | 43,720,000            |
|                                             | 1986                | 38,801,600            |
|                                             | <b>TOTAL - 1987</b> | <hr/> \$1,088,690,300 |
|                                             | 1986                | 1,029,406,875         |

### CROP HIGHLIGHTS - 1987

Monterey County reached a higher agricultural gross value than it has in any prior year, a record breaking \$1,088,690,300. This is an increase of almost \$60,000,000 over the previous crop year.

Again, as in previous years, Lettuce crops led the way with an increase in value of \$59,367,000. Increased acreage and higher returns for each carton helped boost these crops. Tomatoes showed a healthy increase of \$7,519,000 due to higher production in the fresh market area. Other vegetable crops showed modest up or down movement in value, with the exception of Celery, which lost \$8,603,000. This downturn came due to a lower price received per unit. These lower prices held throughout the Celery harvesting season.

Fruit and Nut crops rose in value \$8,889,000. Strawberries and Grapes led the way here with higher gross profits reported.

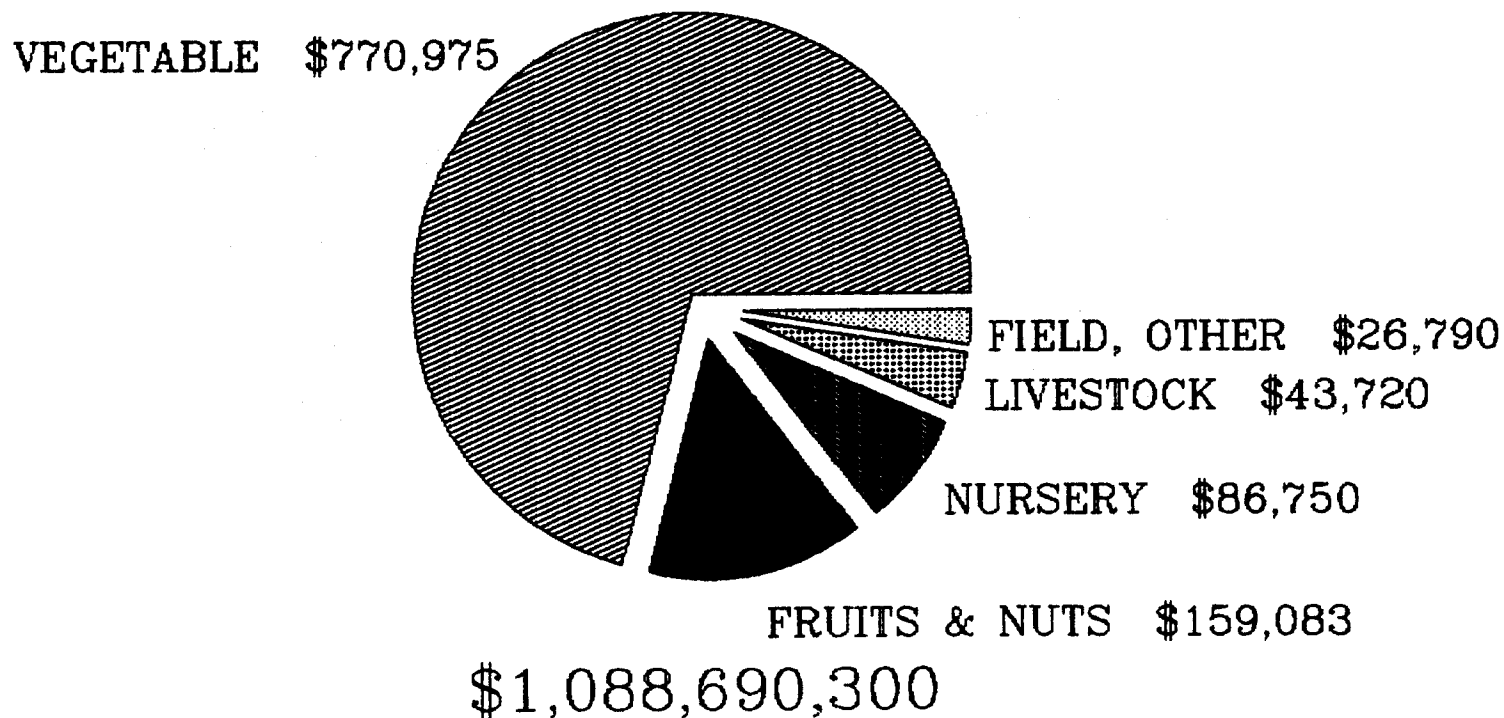
Field Crops dropped in value by \$3,913,800. This decrease came mainly from lower Sugar Beet value, and much less acreage in the Barley crop this year.

The Nursery Industry enjoyed an increase of \$8,309,000. Potted plants jumped in both production and value, and were the leader in this gain.

Livestock, Poultry, and Dairying rose \$4,918,400 from the previous year. Beef Cattle accounted for most of this increase, while Egg production decreased in Monterey County.

# MONTEREY COUNTY 1987

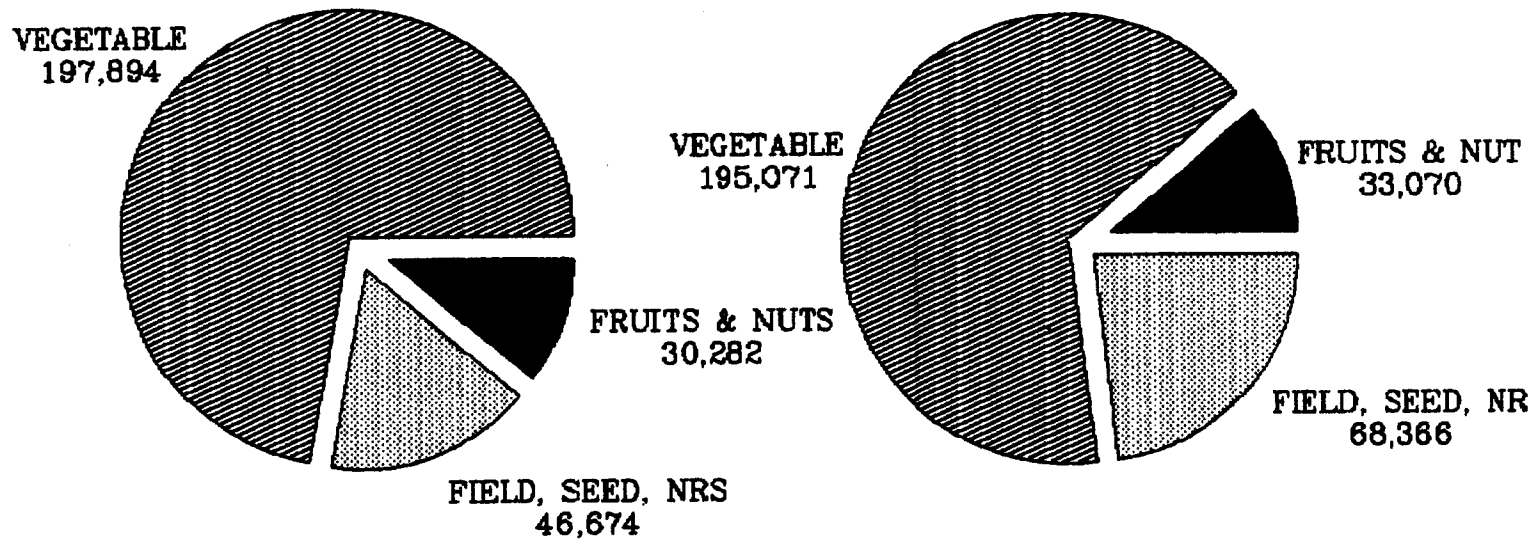
## TOTAL VALUE



(000)

# TOTAL ACRES FARMED

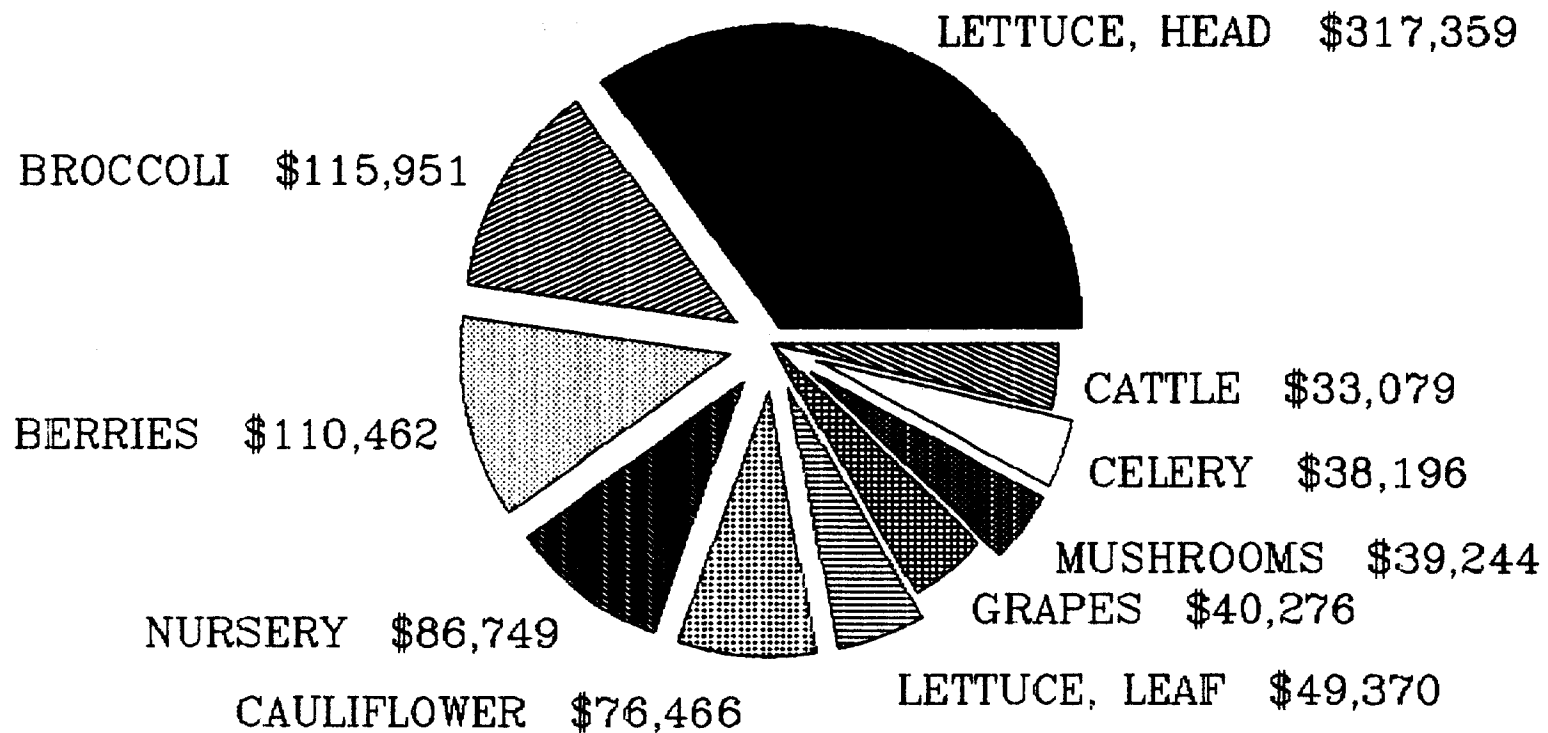
## 1987 - 1986



1987-274,850 ACRES    1986-296,507 ACRES

# MONTEREY COUNTY 1987

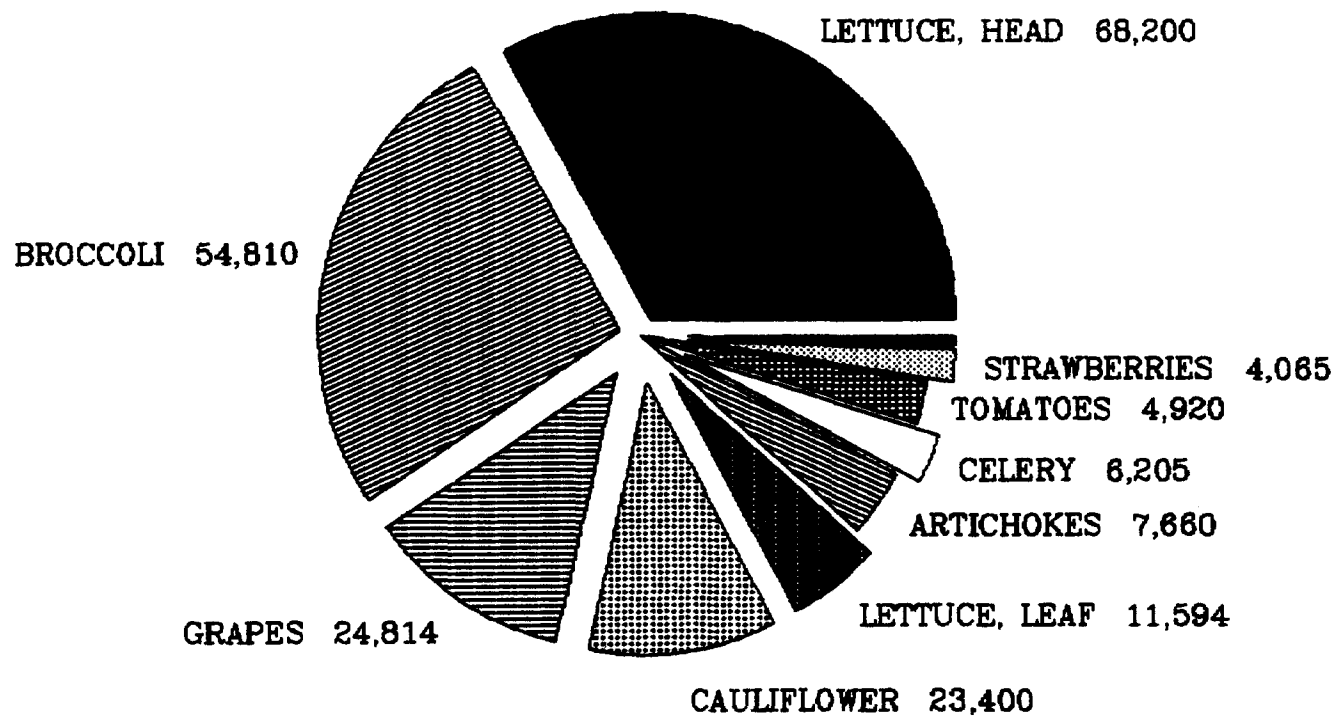
## THE TOP 10 CROPS



(000)

# LEADING CROP ACREAGES

## 1987



205,668 ACRES